

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

July 1, 2014

Call to Order and Roll Call

The sixteenth meeting of the Education and Outreach Subcommittee was held on Tuesday, July 1, 2014, at 1:00 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Rich Seckel, on behalf of Tihisha Rawlins, Chair, called the meeting to order at 1:00 p.m., and the Secretary called the roll.

Subcommittee Members Present: Gabriela Alcalde (by phone); David Allgood; Andrea Bennett; Susan Dunlap; Patty Gregory (by phone); Malea Hoepf Young; Tihisha Rawlins (by phone); Rich Seckel; Bill Wagner (by phone); Kathy Wheeler; and Marcus Woodward. Julie Costich, Regan Hunt, and Tina McCormick were not present at the meeting.

Staff Present: Reina Diaz-Dempsey, Miriam Fordham, Jean Klinge, Allison Lile, Vanessa Petrey, Sherilyn Redmon, Zachary Stivers, and Peter Wilson.

Approval of Minutes

A motion was made to accept the minutes of the May 21, 2014, meeting, as amended, seconded, and approved by voice vote.

Update on Marketing Efforts

Staff from Doe-Anderson, the KHBE marketing and advertising vendor, presented the creative strategy for the 2015 open enrollment period. More than 80 percent of Kentuckians now know what kynect is, what it does, and that it is successful for them. The strategy for 2015 will be to improve and simplify the process for consumers, with emphasis placed on certain target audiences or geographical locations with low enrollment numbers. Whereas last year the focus was informing the public about the web portal, kynect.ky.gov, and to call, 1-855-4kynect, the call center number, this year the focus is enrollment and re-enrollment, and more of a call to action to reach out to insurance agents and to kynectors. In order to better explain to consumers how to best utilize their new insurance coverage, a "How to kynect" brochure is in production. Also planned for open enrollment are pop-up centers at malls in Florence, Lexington, Louisville, and Paducah, where kynectors and insurance agents will be available to enroll clients.

Update on Kentucky Health Cooperative Healthcare 101 Presentation

Susan Dunlap, Kentucky Health Cooperative (KYHC), informed the subcommittee about the development of a health insurance literacy presentation that KYHC is willing to travel and present to groups in any of the Commonwealth's 120 counties. The 30 minute presentation addresses health literacy and understanding how to use health insurance and can also include information specifically about kynect and how to enroll.

Update on Mobile Application Efforts

Jon Tiggis, Deloitte Digital, demonstrated the kynect mobile application that is in development. The mobile application shows great potential to promote connectivity by offering easier access to kynect via mobile devices. In an effort to reduce wait times on phone lines, the kynect mobile application will allow anonymous pre-screening to users and offer an enhanced search function to more easily locate kynectors and insurance agents in specific areas. While applications can't be completed via this mobile application, it will allow individuals the functionality to track the progress of their applications and photograph necessary documents to upload in support of their applications, serving to help simplify the overall process for front end users.

Update on Education and Outreach Efforts

Jean Klinge, Division Director, Office of the Kentucky Health Benefit Exchange (KHBE), informed the subcommittee members that Release 4.0 of the kynect system was implemented on June 30, 2014. Release 4.0 includes a functionality that allows people to go online, anonymously if they choose, and file a complaint. Users can also request a hearing, change or manage an appointment with the Department for Community Based Services (DCBS), report fraud, anonymously or not, and there is an address alert that requests confirmation of clients' addresses if the address doesn't align with what the postal service has on record.

The call center continues to undergo improvements. The number of customer service representatives will increase from 112 to 307 for the next open enrollment. All the call center staff will be better trained in procedures and basic health care issues. The knowledge base is being revised so that it is more agile and nimble. The voice recognition system is also being improved to give people better information over the phone through automated answers. The support professional line will be triaging cases with Tier 1 Plus staff. The overall intention of these improvements is to cut down wait times, and put people in touch with kynectors and insurance agents more easily.

New Business

The next meeting of the subcommittee is scheduled for August 5, 2014, at 1:00 p.m., at the Office of the Kentucky Health Benefit Exchange.

Adjournment

The meeting was adjourned at 2:46 p.m.